



MEDIA ALERT

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Trashing Crime -how one local organization's campaign is targeting youth gun violence-

WHAT: "Trashing Crime" Press Conference. Local organization to reveal gun violence prevention efforts alongside new campaign including:

- **"Trashing" of crime paraphernalia into large trash dumpster** including items like crime scene tape, orange jumpsuits, "barred windows," reams of paperwork, etc.
- **Expose taxpayer savings (in millions)** saved over the last decade when intervention through Running Rebels was favored over incarceration...presented to Mayor and County Exec
- **Testimonial by a local youth who was arrested** at the age of 16 for armed robbery and now is attending MATC and working as a mentor. See his youtube video here: <http://www.youtube.com/watch?v=L2Wo7ZqDGn4>
- Coincides with **kickoff of new edgy ad campaign** to garner support for intervention efforts and violence prevention (created by award-winning nonprofit ad agency SERVE)

WHEN: Tomorrow, Tuesday, February 26

9:00 -10:00 a.m. (with interviews with additional youth available throughout the day by request)

WHERE: Running Rebels, 1300A W. Fond Du Lac Ave., at the North loading dock

PARKING for Press and Dignitaries Park in the lot on the North side of the building

WHY: In the City of Milwaukee, homicide is the leading cause of deaths in Milwaukee for youth ages 15-19

- According to the Office of Justice, **1 in 5 gun crimes involve juvenile offenders** (2005).
- Violent crime peaks during the after school hours (3:00-7:00 p.m.). Juveniles are more likely to be both offenders and victims of violent crime during this time frame.
- Half of all juveniles murdered in 2010 were killed with a firearm (also true for the time between 1980 -2010)

WHO: Onsite interview opportunities include Running Rebels Exec Directors, Mayor Barrett, County Exec Abele and Judge Joe Donald (presiding judge at Children's Court) and Tom Wanta, Administrator for Delinquency & Court Services Division.

Additional personal stories of youth, who've undergone intensive monitoring with Running Rebels because of weapons charges, are also available throughout the day by request

About Running Rebels Intensive Monitoring Program - For over a decade, Running Rebels has partnered with the Juvenile Court system to help youth as young as 12-years-old found with a firearm (or considered a Serious Chronic Offender) through an intensive monitoring program. For more than 30 years, **Running Rebels** has focused on some of the most difficult-to-reach youth in our community: those in the juvenile justice system, the academically alienated, or those who are simply on the wrong path. While other programs can't – or won't – tackle their needs, the leadership of the Running Rebels have quietly sought to fill gaps in the lives of these young people. Whether it's through their court-ordered work intensive monitoring program, sports and leadership development, or its in-school Violence Free Zone outreach...the Running Rebels meets these youth where they are – and aim to provide positive alternatives to gangs and violence.